

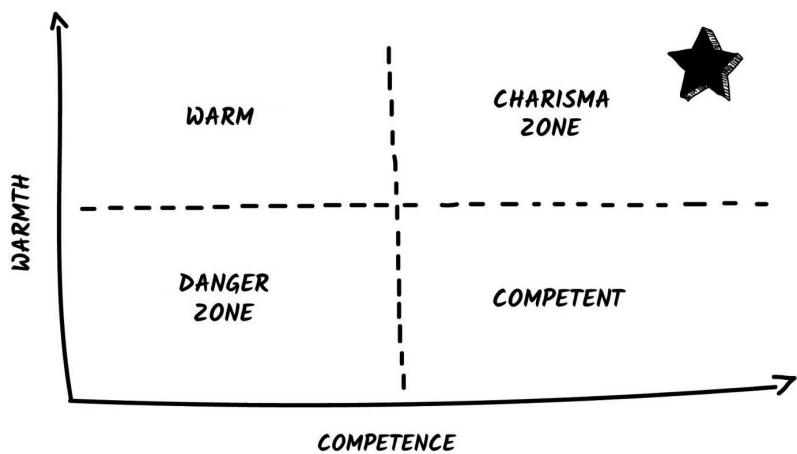
CUES

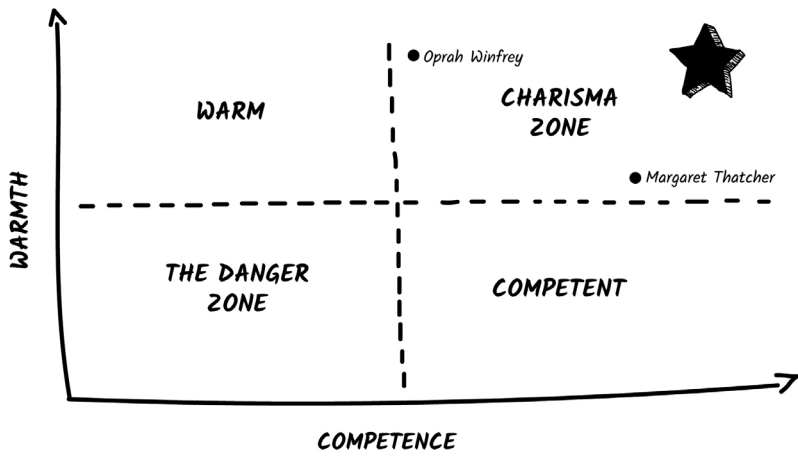
**Master the Secret Language of
Charismatic Communication**

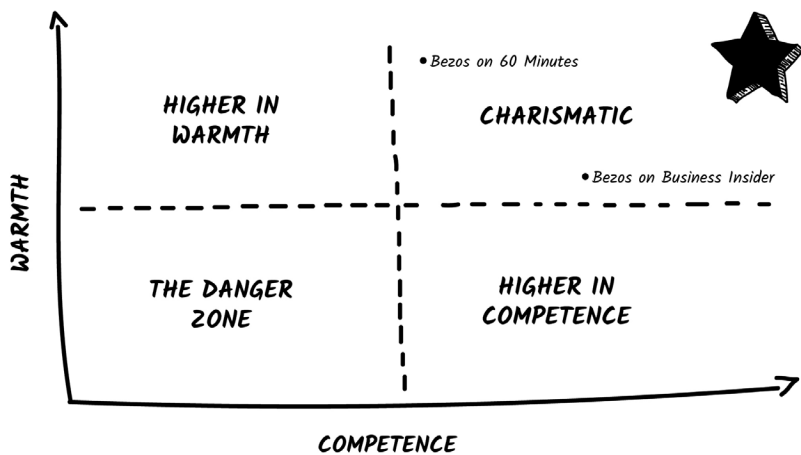
VANESSA VAN EDWARDS

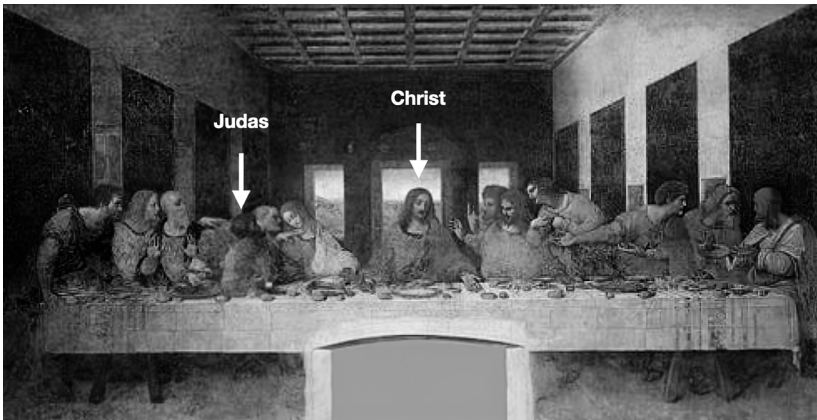


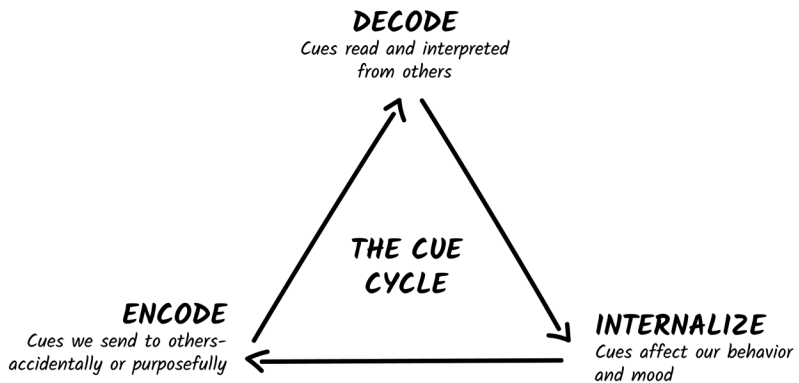
If you want to see some of the cues in action and watch the videos referenced in this audiobook, visit:
ScienceofPeople.com/Bonus

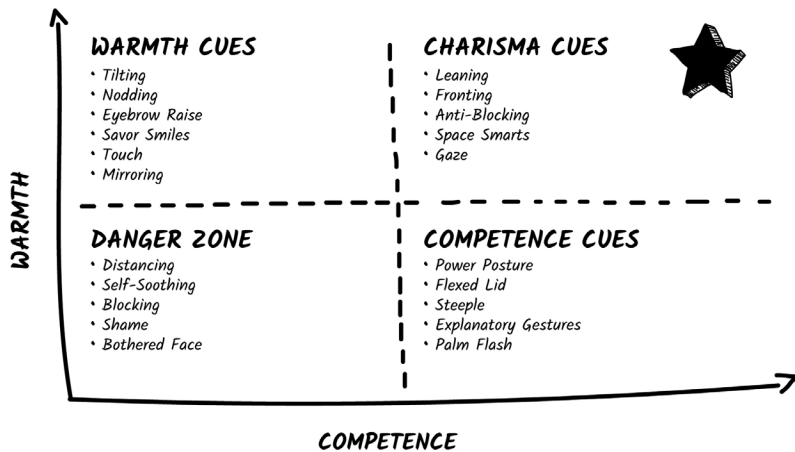


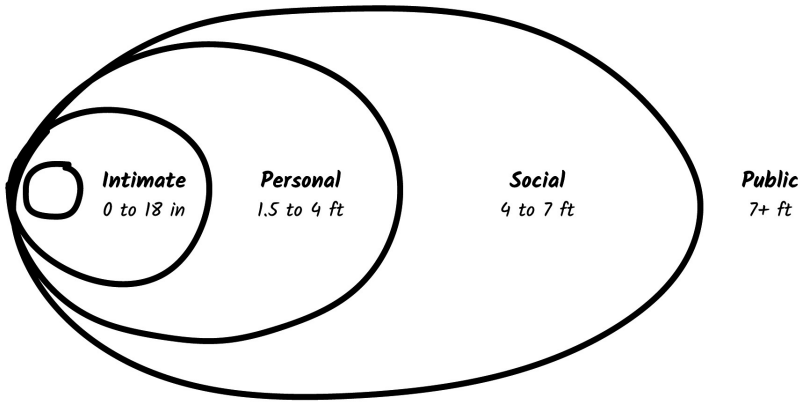


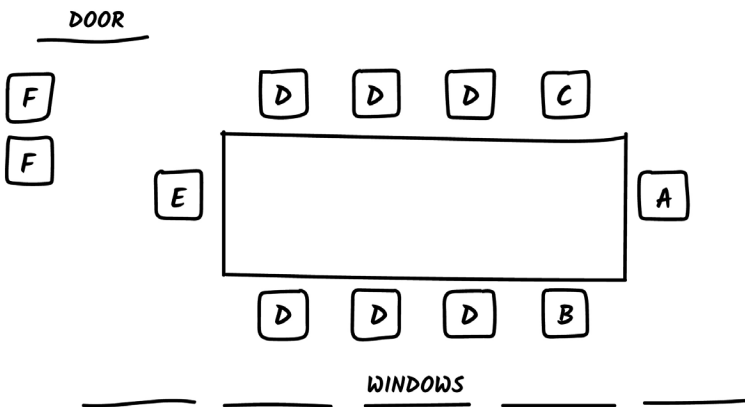
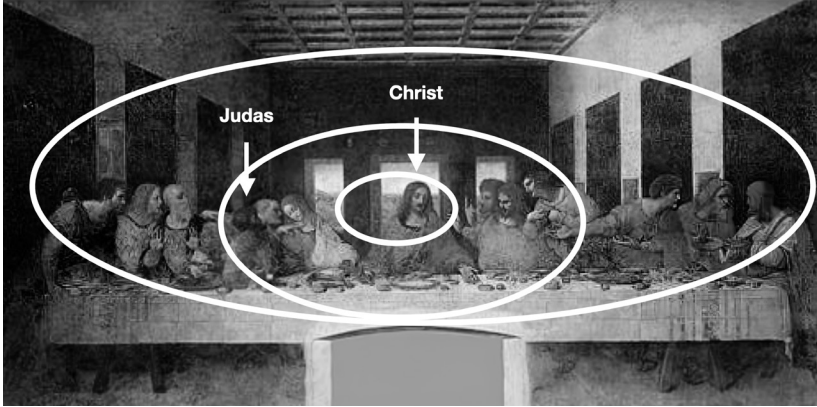












CHARISMA CUE #5: Engage with Gaze

Can you read people's emotions just by looking at their eyes? Let's find out.

1. Which word best describes what the person in the picture is thinking or feeling?



- A. Surprised
- B. Afraid
- C. Anxious
- D. Stressed

2. Which word best describes what the person in the picture is thinking or feeling?



- A. Angry
- B. Disappointed
- C. Afraid
- D. Confused

3. Which word best describes what the person in the picture is thinking or feeling?

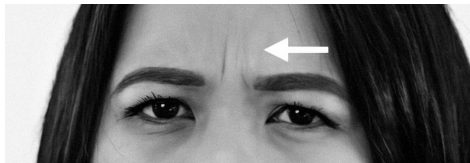


- A. Bored
- B. Sad
- C. Confused
- D. Contemptuous

How did you do?*

* Answers: 1. A; 2. A; 3. D.

- **Parallel lines:** A **furrow** is when we pull our eyebrows down and together to form two parallel lines. If you see two parallel lines appearing between someone's eyebrows, it's usually an early sign of anger or irritation.



- **Eye crinkles:** You might be surprised to learn that the only true indicator of happiness is when those eye crinkles (also known as crow's-feet) appear on the sides of someone's eyes. When you see these, that person is feeling engaged and positive.



- **Droopy lids:** When we get sad, we droop our lids or even look down. Watch for suddenly droopy eyes—especially if they're accompanied by a look down. This is an early sign of sadness (and sometimes tiredness if accompanied by a yawn).

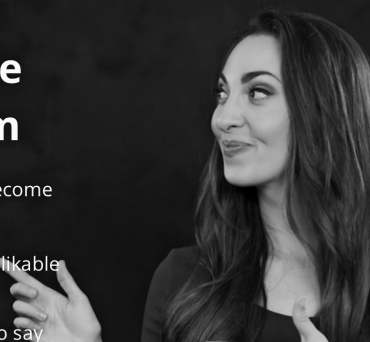


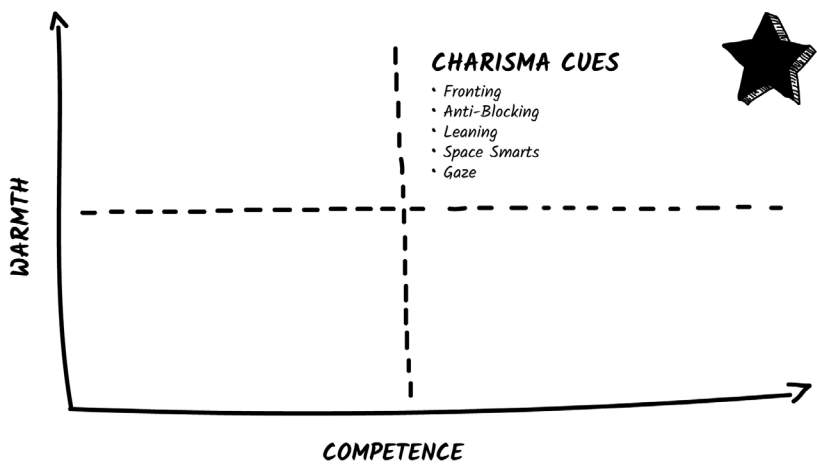
FREE AUDIO TRAINING

Be the most likable person in the room

Learn the skills I've taught 500k+ students to become more charismatic and successful—including:

- 💖 5 phrases that will make you instantly more likable
- 🧐 My secret likability strategy for introverts
- 💬 The #1 trick to never running out of things to say





With each nonverbal cue, it's important to try it on to see how it feels. You can use this Cues Chart to track your learning. You will also find a full blank Cues Chart at the back of the book.

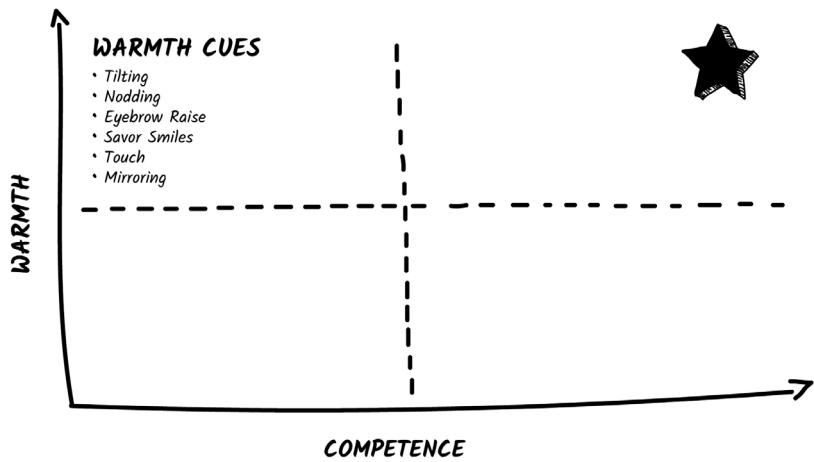
The Decode column is to track when you have *spotted* a cue. When learning new cues, I've found spotting is a fun way to see it in action before trying it yourself.

The Encode column is for you to challenge yourself to try the cue in your own life. Mark the date every time you try a cue, and try it at least three different times in three different scenarios. This will help you see if it truly works for you.

The Internalize column is for you reflect on how the cue makes you and others feel. Do you feel confident using it? Do you need to work on something? This is a good self-check. Below are some prompts for you to think about before you fill yours out.

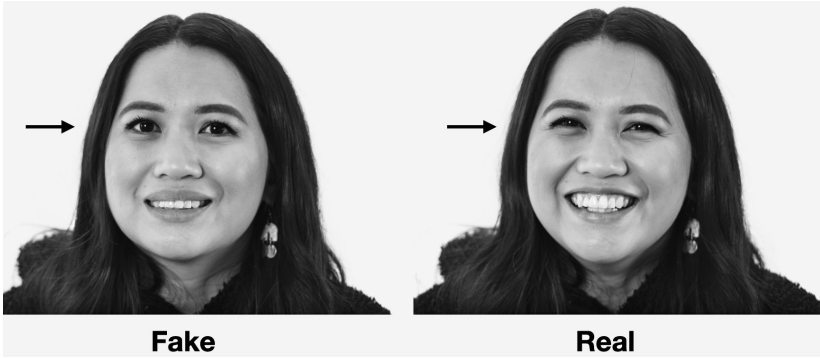
The Cues Chart is a great way to keep track of each cue and its possible uses in helping you to meet your charisma goals.

CUE	DECODE	ENCODE	INTERNALIZE
Fronting	Do you notice who fully fronts with you? Who doesn't?	Try fronting with everyone who talks to you today.	How does fronting feel when someone does it to you? When you do it to others?
Anti-Blocking	Does anyone frequently block you with crossed arms or a computer?	Try using open body language with everyone who talks to you today.	How does it feel when someone blocks you? Does it feel better when you purposefully remove a barrier?
Leaning	Who leans in when you share?	Try using a lean when you agree with someone.	Do you like it when people lean into you?
Space Smarts	Pay attention to how the five most important people in your life use space. Which space bubbles do they use?	How can you signal your intentions with space? Try it when you sit at your next conference table.	What is YOUR personal space preference? Which zone do you prefer to use?
Gazing	Do you know someone who eye locks with you? How does it feel?	Try eye locking with someone. How does it feel?	Do you feel most comfortable with eye contact? It might explain a lot about where you fall on the Charisma Scale.



WARMTH CUE #2: Nod to Know

SPEAKER	VERBAL	NONVERBAL
Couric	“For the record, have you ever used steroids, human growth hormone, or any other performance-enhancing substance?”	
Rodriguez	“No.”	Head nod yes. Microexpression of contempt.
Couric	“Have you ever been tempted to use any of those things?”	
Rodriguez	“No.”	Look up to the right. Head nod no.



WARM WORDS	WARMTH CUE
“That’s so interesting.”	Eyebrow raise
“I agree.”	Nodding
“I’m listening.”	Head tilting
“This is exciting.”	Leaning
“I respect you.”	Fronting
“I trust you.”	Touch
“I’m on the same page.”	Mirroring

CHAPTER CHALLENGE

Let's expand our Cues Chart to put these warm cues into action.

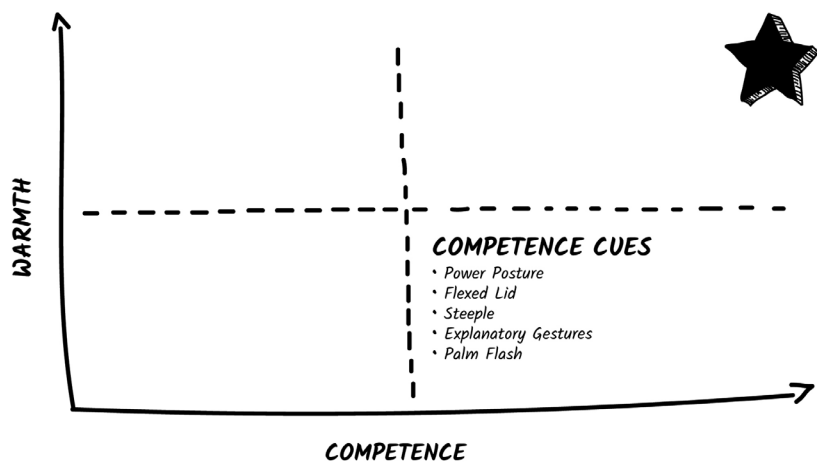
CUE	DECODE	ENCODE	INTERNALIZE
Nodding	Do you notice who nods with you? Do you open up more with them?	Try a slow triple nod when you next want someone to open up.	When you're with a non-nodder, do you worry they aren't in agreement with you?
Tilting	Try to spot three head tilts in your next few conversations. What did someone want to hear more about?	Try tilting next time you have to deliver hard or bad news.	How does it feel when someone shows you a head tilt? Do you feel more open when you head tilt?
Eyebrow Raise	Try to spot three eyebrow raises in your next few conversations. What intrigued someone?	Try an eyebrow raise upon greeting. Then try one when you hear something interesting.	How do you feel when you eyebrow raise? Try a fast one and a slow one. Find your ideal speed.
Smiling	See if you can spot a fake smile in an interaction. Then try to understand why you didn't get a real one.	Try to show no fake smiles in the next week. Smile only when you mean it.	Do you feel more authentic when you only stick to real smiles? Do you wish you had more reasons to smile?
Touch	Think of the three people you see most. What are their touch maps?	What's your touch map?	What kind of touch makes you uncomfortable? Who makes you uncomfortable when they touch you? Set up boundaries.
Mirroring	Who mirrors you most? Least?	Try mirroring with someone you like. Try mirroring with someone you don't. Does it feel different?	Does mirroring make you feel more in sync with someone? Or does it distract you? Only use mirroring if it feels good to you.

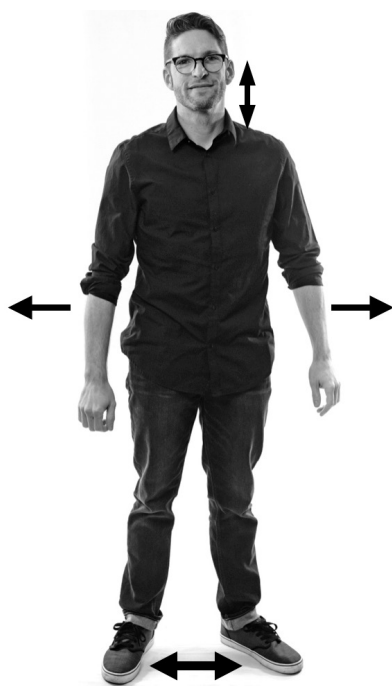


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The Power Posture



Flexed Lid Cue



Steeple Gesture



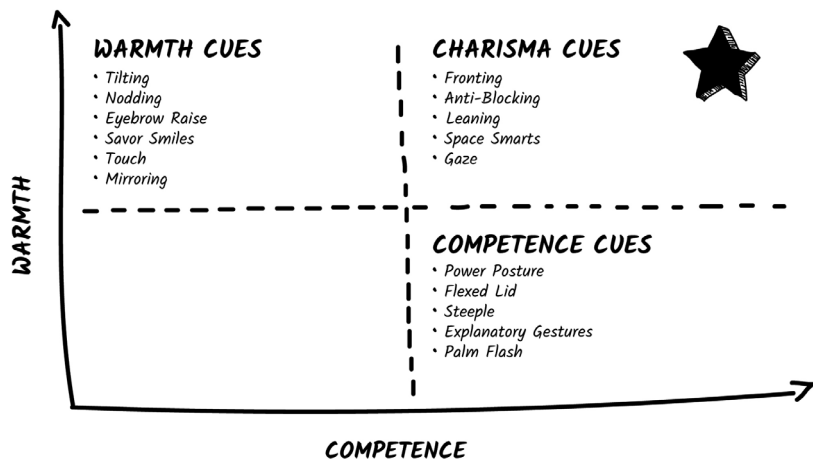
Thumb Pinch



The Fish



The Bookmark



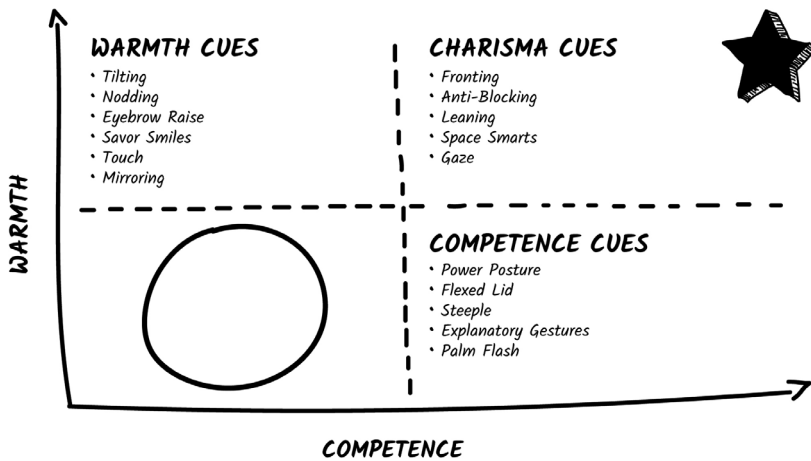
CHAPTER CHALLENGE

Let's expand our Cues Chart to put these competence cues into action.

CUE	DECODE	ENCODE	INTERNALIZE
Power Posture	Do you notice certain people get smaller around you? Bigger?	Try standing a few inches wider. Try rolling your shoulders down. Do you feel more confident?	Do certain people, places, or topics make you contract in anxiety? Expand in confidence? Stick to what gives you confidence.
Lower Lid Flex	Try to spot three lower lid flexes in your conversations or media. What were they trying to understand better?	Try a lower lid flex to encourage someone.	When you use the lower lid flex, does it make you feel more curious or more judgmental? Try to keep it positive.
Steepling	Does anyone in your life steeple their hands? Do any of your favorite characters use the steeple on TV or in movies?	Try to steeple in at least three different situations—maybe on a video call, with a friend, or in a meeting. How does it feel?	Does steepling make you feel silly or strong? You decide if it works for you!
Explanatory Gestures	Who in your life over-gestures? Who under-gestures?	Try to add more purposeful gestures to your elevator pitch.	Are you overly conscious of your hands when you speak? Don't be! It's enough to find a few gestures you like and then keep it natural.
Palm Flashing	Can you think of any pop culture examples of people flashing their palms?	Do you use the palm flash? Try to do three this week.	Does exposing your palm make you feel vulnerable or powerful? Find the palm flashes that work for you.



Larry King Live, CNN





Anger



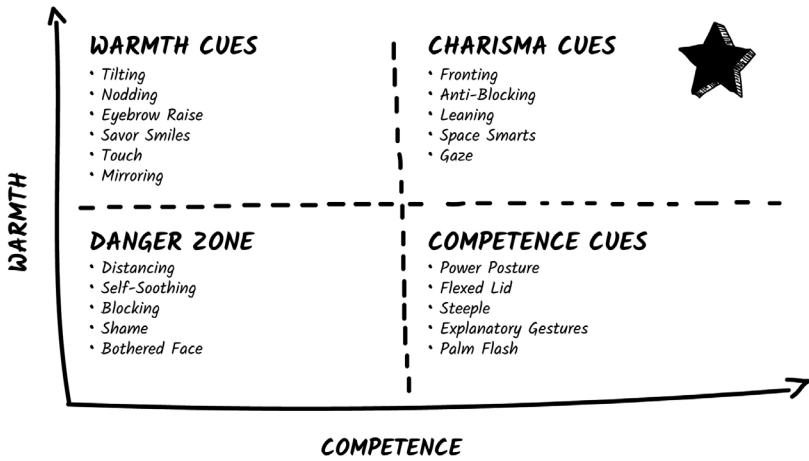
Sadness



Contempt

CHAPTER CHALLENGE

We have made it to the end of the nonverbal section! Here are all the warmth and competence nonverbal cues you should know:



Now it's time to analyze your Lie to Me video! Pull it up and use the chart below to mark every time you see yourself show one of the Danger Zone cues.

This will help you identify what you encode when you're recalling (question 1), when you're embarrassed (question 2), and when you're lying (question 3)—and even when you're just thinking (in between answers).

	QUESTION 1	QUESTION 2	QUESTION 3
Lip Purse			
Distancing			
Ventilating			
Comfort Gesture			
Preen			
Suprasternal Notch Touch			
Body Block			
Mouth Block			
Eye Block			

Shame			
Anger			
Nose Flare			
Sadness			
Mouth Shrug			
Contempt			
Punctuator			
Other			

BONUS CHALLENGE: Ask five people in your life to play the Lie to Me game with you. I have five blank Lie to Me tables in your digital bonuses. See if they would be willing to record *their* Lie to Me video. Then you can uncover and record one another's tells together.

Question Inflection

_____ 
We'd love to have your business. The price of our service is \$500.

  
Hi, this is Sarah? So glad you called? I'll get back to you soon?

  
Let's get started? Today we are going to be talking about the new project? I'm going to kick us off?

  
I have an idea. I was thinking we could do this part first? I think it will make us all more effective?

CHAPTER CHALLENGE

If you want to sound more competent, have people take you seriously, and get interrupted less, use these five vocal cues more often.

Let's add them to our Cues Chart.

CUE	DECODE	ENCODE	INTERNALIZE
Low Tone	Do you have anyone in your life who speaks too high? How does it feel when you listen to them?	Try standing in a power posture for your next few phone calls. Is it easier to speak deeper?	Do you like the sound of your voice? Try different notes to find the one that is most comfortable.
Question Inflection	Who uses the question inflection on statements? Are they secretly nervous or is it just a habit?	Practice delivering hard news, prices, timelines, or commands with a neutral or downward inflection.	When do you use the question inflection incorrectly? Are you nervous or is it just a habit?
Vocal Fry	Do you know anyone who speaks with vocal fry? How could you help them fix it?	Every time you hear yourself going into vocal fry, try slowing down and taking a breathing pause.	Do you talk too fast when you're nervous? Do you take shallow breaths when you're nervous? Try to identify your nervous vocal tell.
Volume	Do you have someone in your life you are constantly asking to speak up? Talk softer? What does it say about their personality?	Try to vary your volume with different people in your life and when talking about different topics. Does it help you articulate your ideas?	Are you comfortable speaking with a louder volume? If not, don't do it!
Breathing Pauses	Who speaks too fast? Too slow? How does it affect your impressions of them?	Try a few power pauses and see how they feel. Do they slow you down? Increase your confidence?	Do you speak too fast? Too slow? Why?

BONUS CHALLENGE: Rewatch your Lie to Me video. Do you use any vocal cues of deception? Do you ask your lie? Drop volume? You might have a vocal tell!



Good morning!



My name is Vanessa Van Edwards.

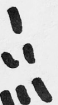
and I've been looking forward to today for a long time.

Today we are going to talk about the science of leadership.

We will answer the question are leaders born or made?



And we will do with 3 different kinds of cues:



1. body language
2. voice tone
3. and facial expressions

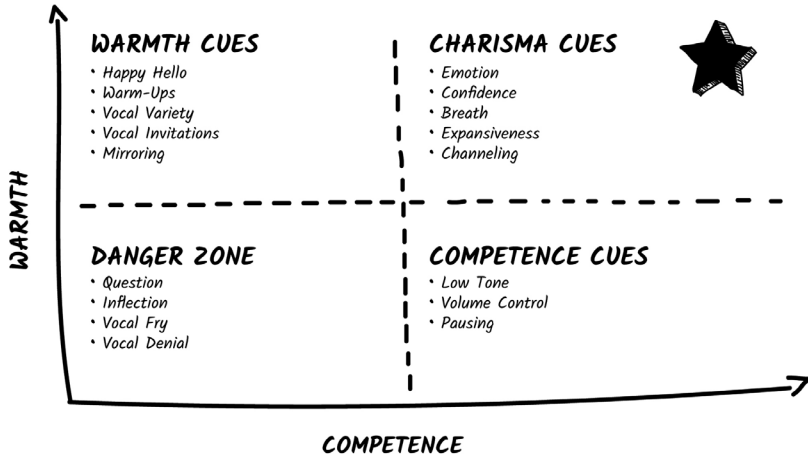


I'm a recovering awkward person, so this work changed my life with you.

Nonverbal Script

CHAPTER CHALLENGE

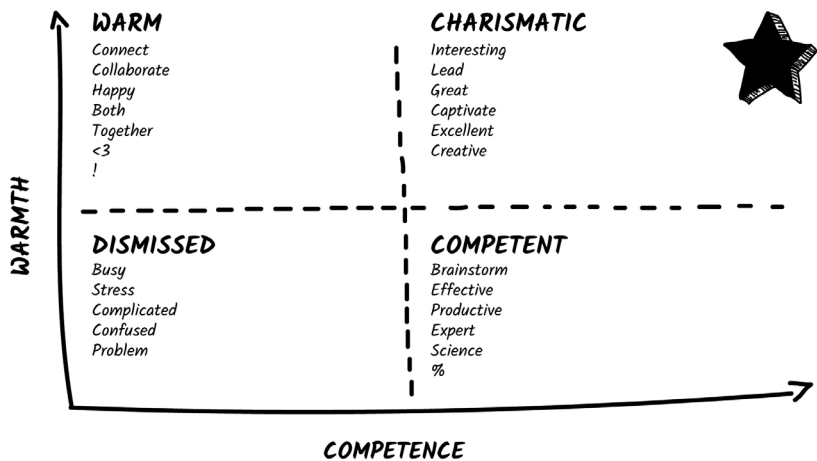
Remember, your vocal charisma works like a dial. If you want to dial up warmth, use more warm vocal cues. If you want to dial up competence, use more competent cues. And if you want to sound like your best self, be sure to avoid the Danger Zone vocal cues: a misplaced question inflection, vocal fry, and vocal denials.



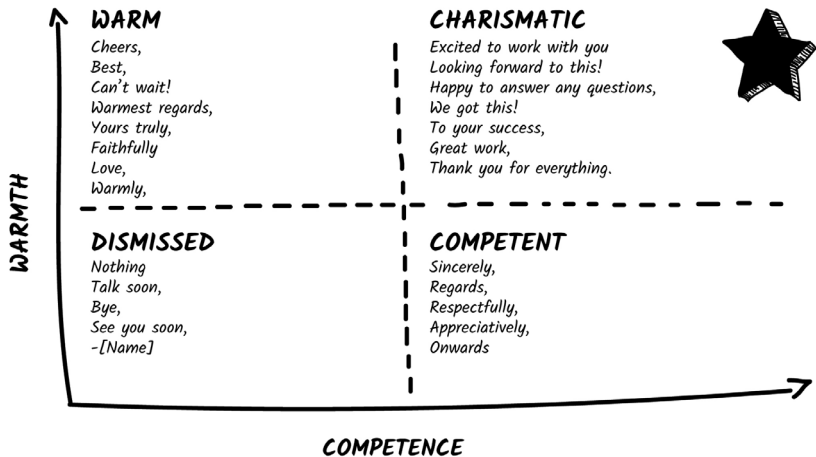
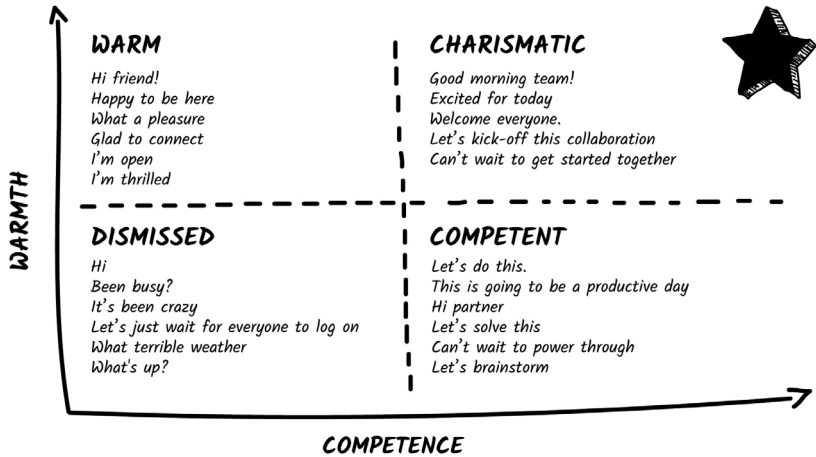
Let's put your warm vocal cues into action. I've added these cues to your Cues Chart.

CUE	DECODE	ENCODE	INTERNALIZE
Charismatic Hellos	Who has the best hello?	Try a few different versions of your hello. Try a smiling hello or an out-breath hello and see which sounds best to you.	When you're happy to talk to someone, show it. When you aren't happy to talk to someone and want them to know it, show it! Sometimes I do use an angry hello if I have asked someone not to call me—especially telemarketers!

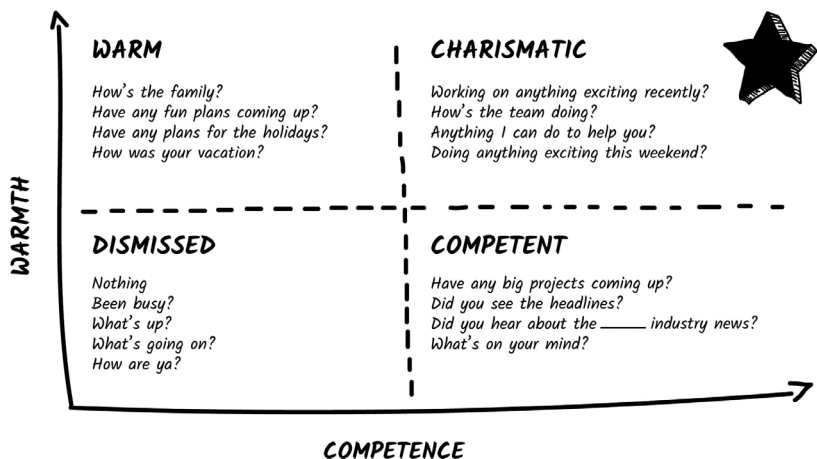
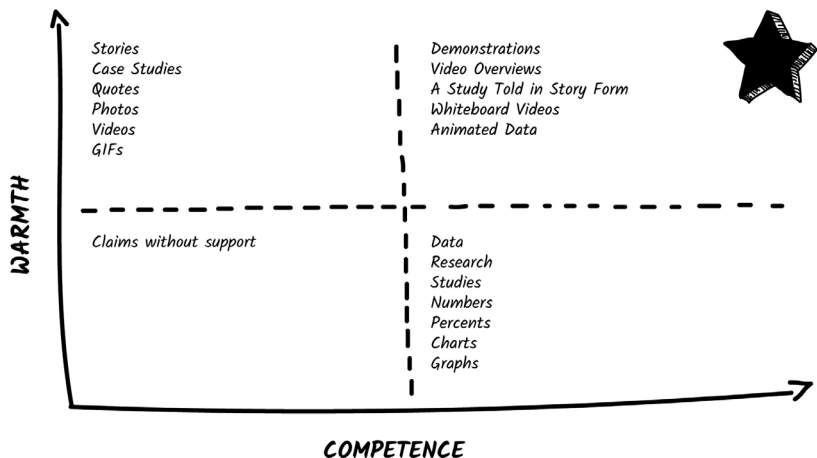
CUE	DECODE	ENCODE	INTERNALIZE
Friendly Warm-ups	Do you feel welcomed by the people you speak with? Does anyone make you feel unwelcome? Why?	Try out a few different vocal warm-ups and find one that works for you and your personality.	Feel the warm and fuzzies toward someone? Send them a virtual high five or digital hug.
Vocal Emotion	Do you know anyone who lacks emotion? Comes across as cold? Pay attention to their voice. It's likely a major part of the problem.	Every time you hear yourself getting bored or sounding bored, pull from your emotions. Use more stories. Share more awe.	Is it hard for you to show emotion? I know it can feel a little silly, so start slow. Pick one cue to start with until you feel confident!
Vocal Invitations	What's your favorite vocal invitation? I love when people say, "Aha!" What encourages you most? Share that with the people who matter.	What vocal invitation feels most natural to you? Try them all!	Do you accidentally use vocal declines? Listen to a recent speaking event or call to make sure.
Vocal Channeling	Who has great vocal charisma in your life? Try to learn from them.	Try on a few vocal role models. Speak like Steve Jobs, Oprah, or Mel Robbins and see what feels best to you.	Can you use yourself as a vocal role model? Have you ever delivered a great presentation or nailed it in a meeting? Pull up that recording whenever you need to be inspired!



Step #1: Email Audit



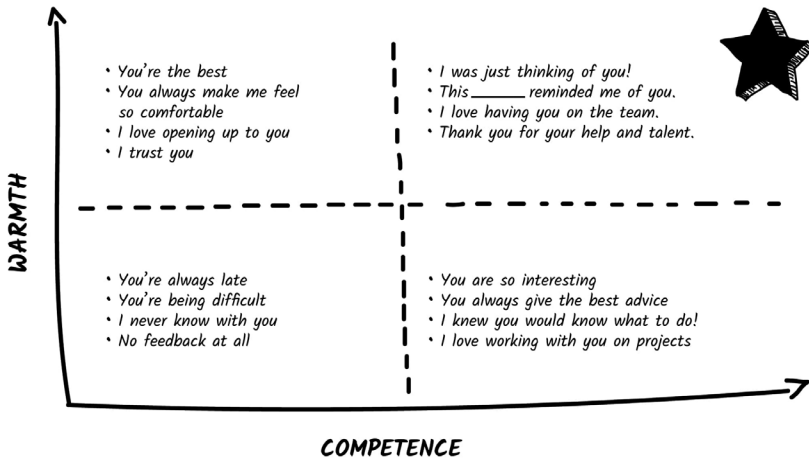
Step #4: Inspirational or Informational



Step #5: Be a Verbal Chameleon

Think about the five people you spend the most time with—or the most time thinking about. Who are they? Write their names below:

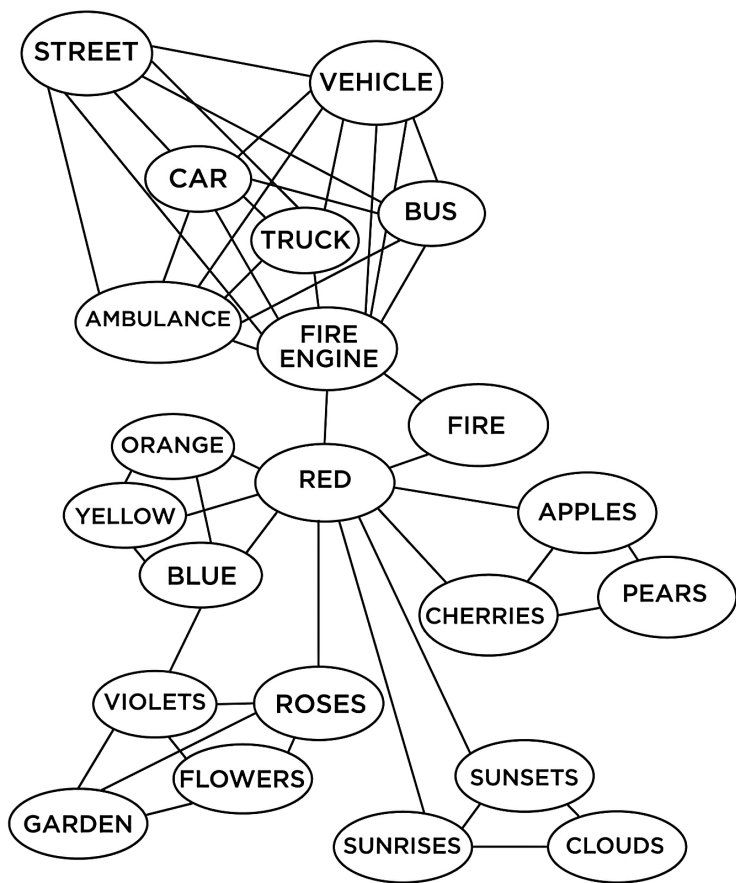
1. _____
2. _____
3. _____
4. _____
5. _____



CHAPTER CHALLENGE

How are you communicating your charisma? Let's do some charisma audits! Review the following assets and count the number of warm and competent words you use. Do they match your charisma goals?

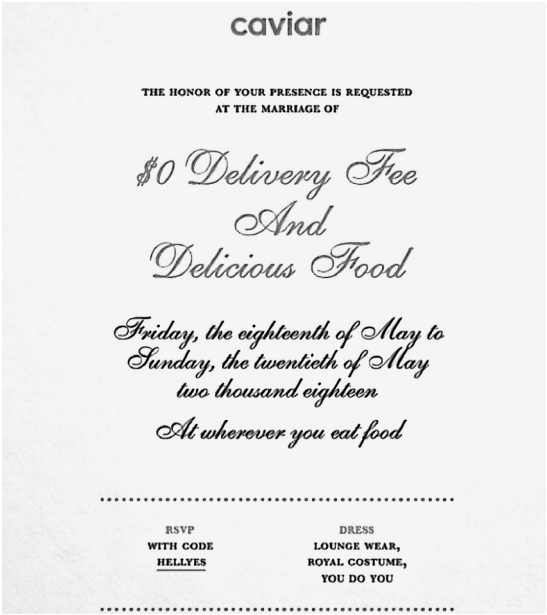
	WARM WORDS	COMPETENT WORDS
LinkedIn profile		
Voicemail		
Email signature		
Your last ten social media posts		
Business card or marketing materials		



Neural Map



**VISUAL CUE #1: Elevate Your Prices,
Your Look, and Your Brand**



CHAPTER CHALLENGE

Let's put everything we learned about visual cues into action. Look at the following nonverbal brand assets and take stock of the visual cues you use. Then brainstorm what visual cues and nonverbal branding you might like to create.

	CURRENT VISUAL CUES	IDEAL NONVERBAL BRAND
What does your profile photo say about you? Do you send any visual cues in your photos?		
What visual cues do you send in your business card, website, résumé, or other marketing materials?		
What props are in your office, home, or video background?		
Do you have a signature font or color you use?		

RULE #3: Use the Rule of Three

CUE	DECODE	ENCODE	INTERNALIZE
Leaning: Tilt your body forward to show interest, curiosity, and engagement.	1. Dan did this when he agreed in our meeting. 2. Local news when both anchors leaned into each other during a joke. 3. Kids leaned in while waiting for us to serve ice cream.	1. Mirrored Dan when he leaned into me! 2. Leaned in and down when talking to Sam about bad grades—worked! 3. Leaned in on video call to show interest.	*Need to add this to my next presentation!

Now it's your turn. Track your cue decoding and encoding and see how it makes you feel.

CHARISMA CUES

Use these cues any time you want to be seen as charismatic.

CUE	DECODE	ENCODE	INTERNALIZE
Leaning: Tilt your body forward to show interest, curiosity, and engagement.			
Anti-Blocking: An open body signals an open mind. Keep your body free of any blocks—arms, computers, notebooks, purses, or clipboards.			
Fronting: Align your toes, torso, and top toward the person you are speaking with to show nonverbal respect.			

CUE	DECODE	ENCODE	INTERNALIZE
Space: Observe all four space zones—intimacy, personal, social, and public—to match your goals.			
Confident Pitch: Use the lowest natural end of your voice tone to signal confidence.			
Breathing Pause: Pause in between your words to get breath, slow down, and create intrigue.			
Charismatic Words: Use words that match your charisma goals.			

WARM CUES

Use these cues to stimulate warmth, likability, and trust.

CUE	DECODE	ENCODE	INTERNALIZE
Nodding: Nod to show agreement and engagement.			
Tilting: Head tilt to show someone you're listening and interested.			

CUE	DECODE	ENCODE	INTERNALIZE
Eyebrow Raise: Raise your eyebrows to show intrigue and delight.			
Smiling: A genuine smile increases and encourages happiness.			
Touch: Appropriate touch increases the chemical that helps us bond.			
Mirroring: Subtly match someone's nonverbal gestures or posture to show respect.			
Permission Warmth: Start your calls, conversations, and emails by cueing for warmth.			

CUE	DECODE	ENCODE	INTERNALIZE
Vocal Variety: Avoid vocal funks or sounding too rehearsed. Add vocal emphasis and personality to your voice.			
Vocal Invitations: Make listening sounds, use verbal nudges, and vocally mirror people to increase warmth.			
Warm Words: Warm words trigger trust, compassion, and empathy.			

COMPETENT CUES

Use these cues to trigger competence, capability, and effectiveness.

CUE	DECODE	ENCODE	INTERNALIZE
Power Posture: Take up space to show confidence.			
Lower Lid Flex: Flex your lower lid to show you're intently listening and engaged.			

CUE	DECODE	ENCODE	INTERNALIZE
Steepling: Steeple to show you're relaxed and grounded and have it all together.			
Explanatory Gestures: Use clear hand gestures to demonstrate points.			
Volume Dynamism: Use volume to support your points—speak up when it matters, speak softer when you want people to lean in.			
Power Pause: Pause to create intrigue right before an important point.			
Competent Words: Competent words trigger intelligence, power, and credibility.			

DANGER ZONE CUES

Don't try these unless you want to be purposefully negative. But do make a note if you decode one of these cues or accidentally encode one.

CUE	DECODE	ENCODE	INTERNALIZE
Lip Purse: Pressed lips shows withholding or closing up.			
Distancing: When we don't like something or we want someone to move away, step away or lean back to create distance.			
Ventilating: When we get nervous, we try to get air on our skin to cool ourselves off or give ourselves space.			
Comfort Gesture: We self-touch to calm ourselves down or comfort ourselves.			
Preen: When we adjust our hair, makeup, clothing, or accessories to enhance our appearance.			
Suprasternal Notch Touch: When we're nervous or want to self-comfort, we touch the notch between our two collarbones (or the tie, necklace, or shirt near it).			

CUE	DECODE	ENCODE	INTERNALIZE
Body Block: When we want to protect ourselves or self-comfort, we put a barrier in front of our body, mouth, or eyes.			
Shame: When we feel ashamed, we might touch the sides of our foreheads with our fingertips.			
Anger: When we feel angry, we pull our eyebrows down into a furrow, harden our lower lids, and tense our lips.			
Nose Flare: We might flare our nostrils in anger.			
Sadness: When we feel sad, we pull the corners of our eyebrows down and together, move our lips into a frown, and droop our upper eyelids.			
Mouth Shrug: Pulling the corners of our mouth down into a frown signals disbelief or doubt.			
Contempt: When we feel scorn, we pull up one side of our mouth into a smirk.			

CUE	DECODE	ENCODE	INTERNALIZE
Question Inflection: When we're asking a question, we go up in vocal pitch at the end of our sentences. Don't accidentally use it on a statement.			
Vocal Fry: When we lose breath or feel anxious, our vocal cords rattle together to produce a grating vocal fry.			
Verbal Fillers: Fluff words and sounds like <i>um</i> , <i>so</i> , <i>you know</i> , and <i>like</i> all signal a lack of confidence or knowledge.			
Vocal Denials: When we don't like something, we make negative listening sounds like <i>ooph</i> , <i>yikes</i> , or <i>ugh</i> . These signal disagreement.			